



# Executive Summary

## Strategic Plan 2005-2006

Marketing is not a battle of products,  
it is a battle of perceptions.

- *The 22 Immutable Laws of Marketing*





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## Utah Office of Tourism Mission Statement

To improve the quality of life of Utah citizens through revenue and tax relief, by increasing the quality and quantity of tourism visits and spending.

### Primary Objectives

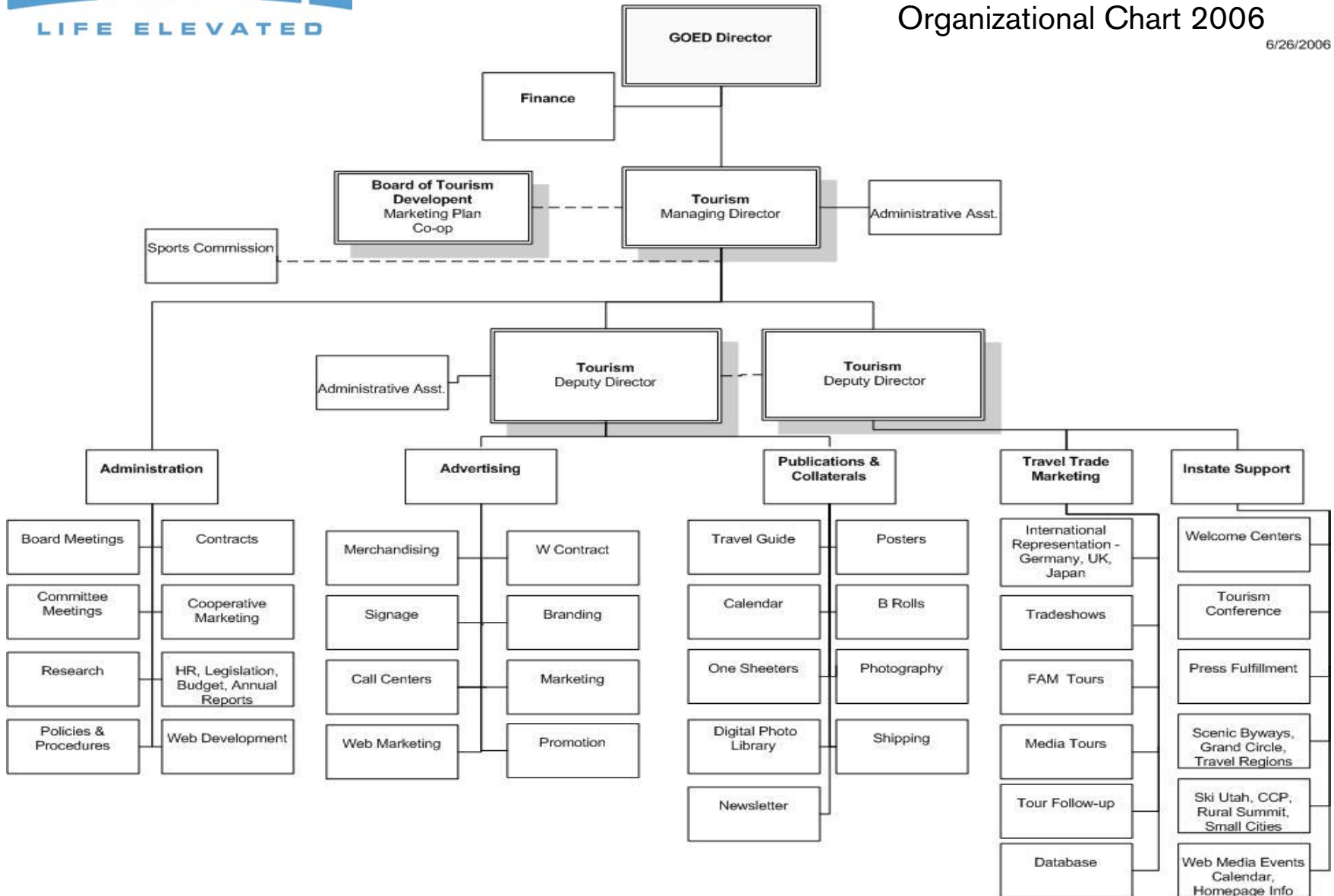
1. Change perceptions of Utah as a Destination
2. Increase total amount of visitors information requests
3. Increase TRT tax and accompanying tax codes 2.25% above 3% natural growth
4. Increase number of Skier Days
5. Increase National Park visits 4% and State Park visitors 2%
6. Increase International Visitors 8.25%

## Objectives Measuring

1. Change perceptions of Utah as a Destination
  - a. Brand Awareness Increases as determined by SMARI survey
  - b. Ad Effectiveness results
  - c. Quantify economic impact and ROI of advertising
  - d. Create awareness as a year-round destination – (see spending Seasonality and Spending Habits)
2. Increase total amount of visitors information requests
  - a. Website Hits: 12% increase in hits from 4.860m to 5.450m
  - b. Phone calls: 10% increase in calls from 22,800 in 05 to 25,080
  - c. Mail Fulfillment: 15% increase in travel guides out from 37,794 to 43,464
3. Increase TRT tax and accompanying tax codes
  - a. Track monthly TRT reports as a pacing report for tourist activity
  - b. Tax Codes: 5.25% increase in overall aggregate growth (performance fund receives money after 3% natural growth) 2.25% increase total
4. Increase number of Skier Days
  - a. 3% increase in Skier Days, going from 4,060,000 to 4,180,000 total skier days
5. Increase National and State Park visitors
  - a. 4% increase in National Park attendance as counted by total visitors
  - b. 2% increase in State Park attendance as counted by total visitors
  - c. Economic Impact of Increase: \$85,745,280 NP, \$18,494,080 SP
6. Increase International Visitors
  - a. 8.25% increase from 648,000 to 701,460 total visitors
  - b. Economic Impact of Increase: \$19,288,368

TOTAL ECONOMIC IMPACT FROM GROWTH OBJECTIVES:	\$1,230,000,000
TOTAL ECONOMIC IMPACT OF TOURISM:	\$6,680,000,000
ADVERTISING AS % OF REVENUE:	.002% (\$14,000,000)





## Integrated Product Marketing



### INDUSTRY

Ski & Winter Industry

### PARTNERSHIPS & INTEGRATION

Branding & advertising

Ski Planner (polybag, ad space)

Warren Miller

Co-op

FAM & Media Tours

Trade and Consumer Shows

Park City & SLCVB, other partners

Materials distribution/call center

Adventure/Outdoor Industry

Branding & advertising

Co-op

Travel Guide

Scenic Byways

Outdoor Utah guide

FAM & Media tours

Trade & Consumer Shows (Regions, SUNParks, etc)

Materials distribution/call center

Research

Arts & Culture

Branding & advertising

Co-op

One-sheeters

Events Calendar

Heritage Areas

### General

Welcome Centers

Website

Materials Production

Information Services

Legislative & Government Relations

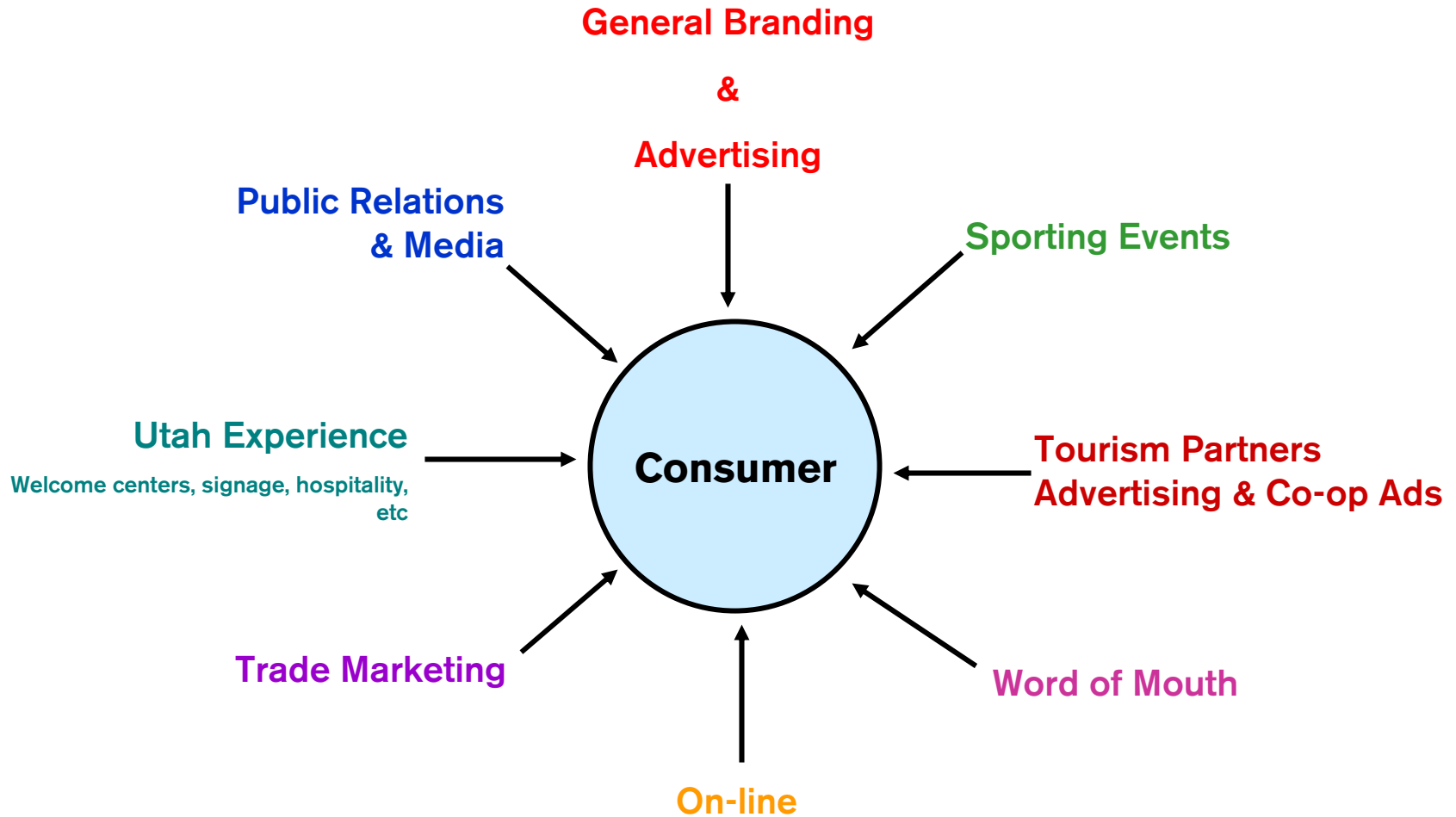
Images and Photo library

Databases

UTIC-UHLA

Film Production

# Consumer Buying Behavior & Branding Touch Points

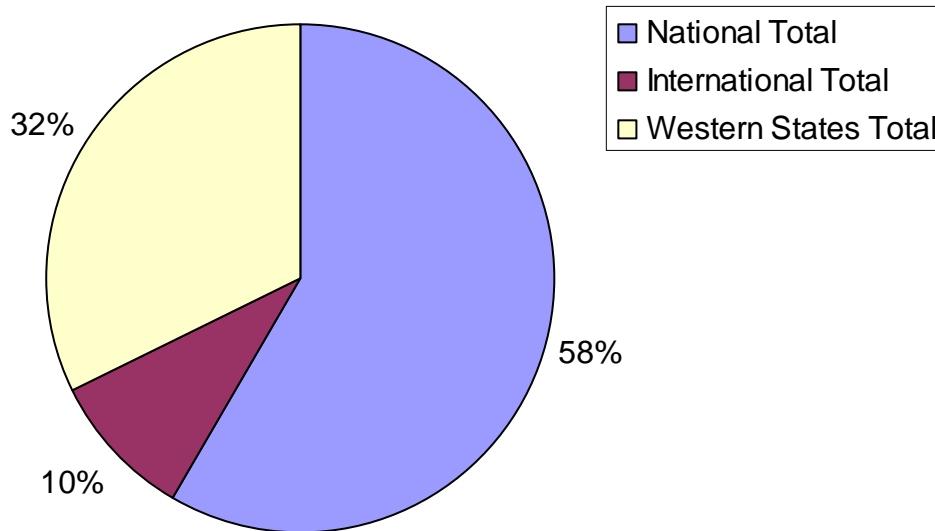


awareness → consideration → action → return

# Operational and Marketing Spending



## UOT spending FY05-06



International visitors account for an estimated 3.6% of total Utah visitation.

The Western United States account for 87% of Utah's domestic visitors.

These figures do not include \$607,742 in billable hours that paid for creative, management, and projects. Additionally, these figures do not include \$590,648 spent on production and involving vendors, launch, merchandising, and pass-through.

<b>National</b>	
AAA	\$30,000
APN	\$97,500
Delta	\$143,000
United	\$143,000
NY Times	\$35,000
Sunset	\$313,460
Bon Appetit	\$68,000
Gourmet	\$96,962
National Geographic Traveler	\$234,555
National Geographic Adventurer	\$85,000
Sundance	\$50,000
Warren Miller	\$350,000
NTA	\$250,000
Primal Quest	\$175,000
On-line - Pay per click	\$72,000
On-line Yellowstone	\$22,000
On-line - display ads, IAB units	\$1,468,438
Ski Utah Planners	\$55,000
Go West Summit	\$5,000
Consumer & Regional Trade Shows	\$23,000
<b>National Total</b>	<b>\$3,716,915</b>
<b>International</b>	
APN	\$97,500
New York Times Square	\$35,000
Japanese Contract	\$115,000
UK Contract	\$100,000
German Contract	\$100,000
World Travel Market (Booth & Travel)	\$25,000
World Travel Market	\$50,000
ITB	\$25,000
Canada Booth (with St. George Area CVB)	\$5,000
Sundance	\$50,000
Go West Summit	\$5,000
<b>International Total</b>	<b>\$607,500</b>
<b>Western States</b>	
Sunset Consumer Show (Travel and shipping)	\$2,500
Television - Los Angeles (spot and cable TV)	\$1,300,867
Television - Denver (spot and cable TV)	\$221,535
Television - Las Vegas (spot and cable TV)	\$164,690
Outdoor Utah Guide	\$67,000
Newspaper - Denver Post/Rocky Mountain News	\$53,345
Newspaper - Las Vegas Review Journal	\$43,256
Newspaper - Los Angeles Times	\$199,219
<b>Western States Total</b>	<b>\$2,052,412</b>
<b>Total</b>	<b>\$6,376,827</b>
<b>UOT Operational Partnerships</b>	

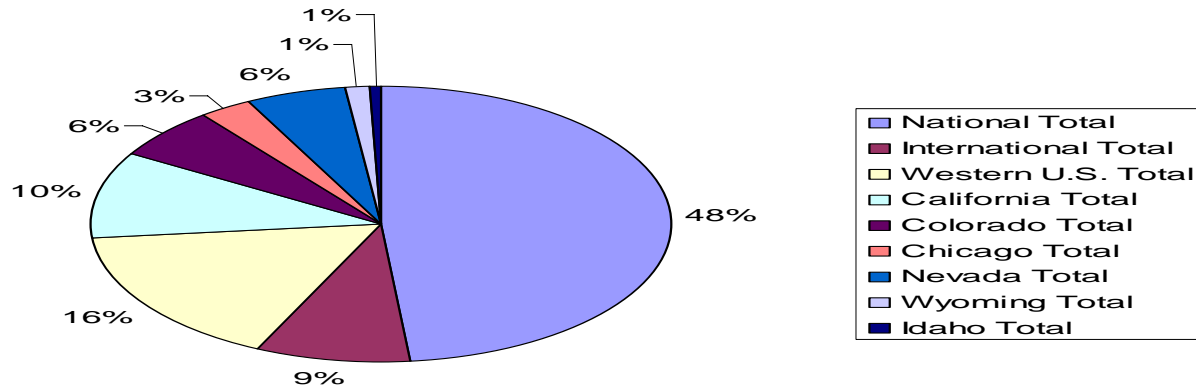


# Operational and Marketing Spending

FY05-06



Co-op Marketing Spending by Region



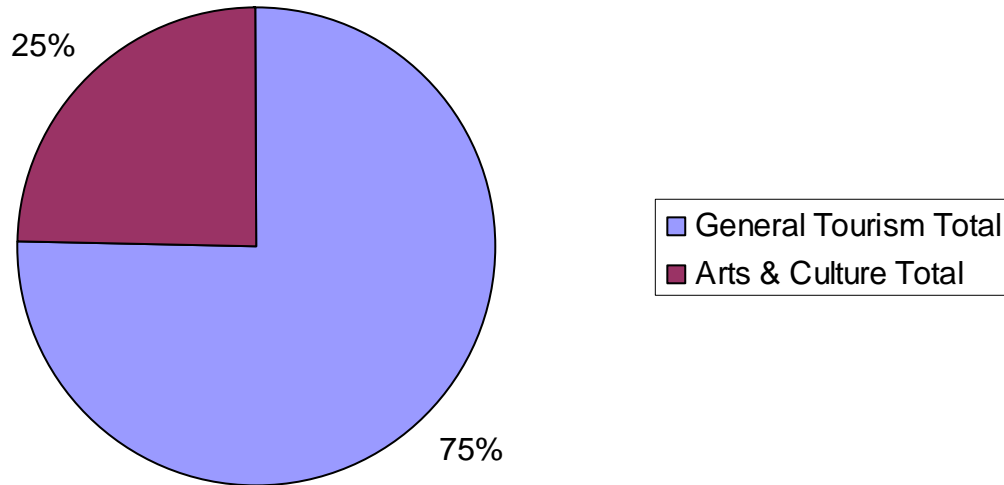
<b>National</b>		
Deaflympics	\$50,000	
Ski Utah	\$94,271	
Heber Railroad	\$10,000	
Town of Alta	\$5,000	
Heber Valley Chamber - Golf	\$20,000	
Heber Valley Chamber - Snowmobiling	\$10,000	
Garfield County	\$67,334	
Park City Jazz Foundation	\$25,500	
Sevier County	\$18,750	
American West Heritage Center	\$24,796	
Wayne County	\$8,029	
Union Station	\$8,750	
Canyonlands Field Institute	\$2,000	
Thanksgiving Point Institute	\$15,000	
Utah Valley CVB	\$33,850	
Carbon County Travel Bureau	\$4,482	
SUU Outdoors	\$5,000	
Kane County Office of Tourism	\$7,500	
2007 Rotary International Convention	\$84,075	
Bear River AOG	\$11,840	
Daggett County	\$16,060	
Mt. Pleasant City/Heritage Hwy 89	\$25,000	
Ogden Valley Business Association	\$5,074	
Sportsmen for Habitat	\$100,000	
Ski Utah	\$250,000	
Wasatch Western Heritage / Cowboy Poetry	\$12,000	
<b>National Total</b>	<b>\$914,311</b>	
<b>International</b>		
Deaflympics	\$50,000	
American West Heritage Center	\$24,796	
Kane County Office of Tourism	\$7,500	
2007 Rotary International Convention	\$84,075	
<b>International Total</b>	<b>\$166,372</b>	
<b>Western U.S.</b>		
Moab Music Festival	\$6,007	
Ogden-Weber CVB	\$11,250	
Kimball Arts	\$19,688	
Cache Valley CVB	\$14,852	
Davis Area CVB	\$13,013	
Dinosaurland Travel Board	\$15,150	
Friends of the Moab Folk Festival	\$17,000	
Park City Performing Arts Foundation	\$47,405	
Piute County	\$20,000	
SLCVB	\$88,645	
Utah Festival Opera	\$50,000	
Zion Canyon Art & Flute Festival	\$5,000	
<b>Western U.S. Total</b>	<b>\$308,010</b>	
<b>California</b>		
SLCVB - Ski Salt Lake	\$75,000	
Salt Lake Airport / Park City	\$56,250	
Utah Shakespearean Festival	\$32,531	
Utah Symphony & Opera / Park City Chamber	\$30,000	
<b>California Total</b>	<b>\$193,781</b>	
<b>Colorado</b>		
Moab CVB	\$100,000	
City of Green River	\$11,500	
<b>Colorado Total</b>	<b>\$111,500</b>	
<b>Chicago</b>		
Salt Lake Airport / Park City	\$56,250	
<b>Chicago Total</b>	<b>\$56,250</b>	

# Operational and Marketing Spending

FY05-06



## Co-op Marketing Spending: General Tourism vs. Arts & Culture



There is a cross-over effect between both types of projects. Many general tourism projects promote arts & cultural attractions in their respective areas along with other tourism destinations and activities. Likewise, many arts & cultural projects attract visitors to other general tourist destinations and activities.

General Tourism	
Ski Utah	\$94,271
SLCVB - Ski Salt Lake	\$75,000
Moab CVB	\$100,000
Town of Alta	\$5,000
Heber Valley Chamber - Golf Wasatch	\$20,000
Heber Valley Chamber - Snowmobiling	\$10,000
Salt Lake Airport / Park City	\$112,500
Garfield County	\$67,334
Ogden-Weber CVB	\$11,250
Sevier County CVB	\$18,750
Cache Valley CVB	\$14,852
Wayne County	\$8,029
Zion & Bryce	\$33,500
Canyonlands Field Institute	\$2,000
City of Green River	\$23,000
Davis Area CVB	\$13,013
St. George Area CVB	\$32,500
Thanksgiving Point Institute	\$15,000
Utah Valley CVB	\$33,850
Carbon County Travel Bureau	\$4,482
SUU Outdoors	\$5,000
Kane County Office of Tourism	\$15,000
2007 Rotary International Convention	\$168,151
Bear River AOG	\$11,840
Daggett County	\$16,060
Dinosaurland Travel Board	\$15,150
Ogden Valley Business Association	\$5,074
Park City Chamber	\$9,396
Piute County	\$20,000
SLCVB	\$88,645
Sportsmen for Habitat	\$100,000
The Downtown Alliance	\$25,000
Ski Utah	\$250,000
<b>General Tourism Total</b>	<b>\$1,423,647</b>
Arts & Culture	
Deaflympics	\$100,000
Moab Music Festival	\$6,007
Heber Railroad	\$10,000
Park City Jazz Foundation	\$25,500
Kimball Arts	\$19,688
American West Heritage Center	\$49,592
Union Station	\$8,750
Utah Shakespearean Festival	\$65,061
Friends of the Moab Folk Festival	\$17,000
Mt. Pleasant City/Heritage Highway 89	\$25,000
Park City Performing Arts Foundation	\$47,405
Utah Festival Opera	\$50,000
Utah Symphony & Opera / Park City Chamber	\$30,000
Wasatch Western Heritage / Cowboy Poetry	\$12,000
Zion Canyon Art & Flute Festival	\$5,000
<b>Arts &amp; Culture Total</b>	<b>\$471,003</b>
<b>Grand Total</b>	<b>\$1,894,650</b>

# Media and Public Relations

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## *Communications Mission Statement*

Our mission is to promote Utah's tourism destinations and events to target global audiences to create quality experiences, enhance the state's image, and increase tourism spending.

## Communications Objectives

1. Develop an integrated marketing campaign in coordination with the Governor's Office, Economic Development, and Utah's tourism partners
2. Increase awareness of UOT activities for the legislature and tourism partners, through monthly newsletter, email bulletins and press releases
3. Increase the level of support to our constituencies by providing outreach through support and actual participation in meetings and events throughout the state, ie travel regions, chambers, heritage areas, etc.
4. Enhance our image domestically and internationally by providing support materials and assistance
5. Leverage state resources and bundle marketing opportunities with economic development
6. Establish a consistent communication link with our constituencies through an updated database

**Put it to them briefly, so they will read it; clearly, so they will appreciate it; picturesquely, so they will remember it; and, above all, accurately, so they will be guided by its light. – Joseph Pulitzer**

# Media and Public Relations

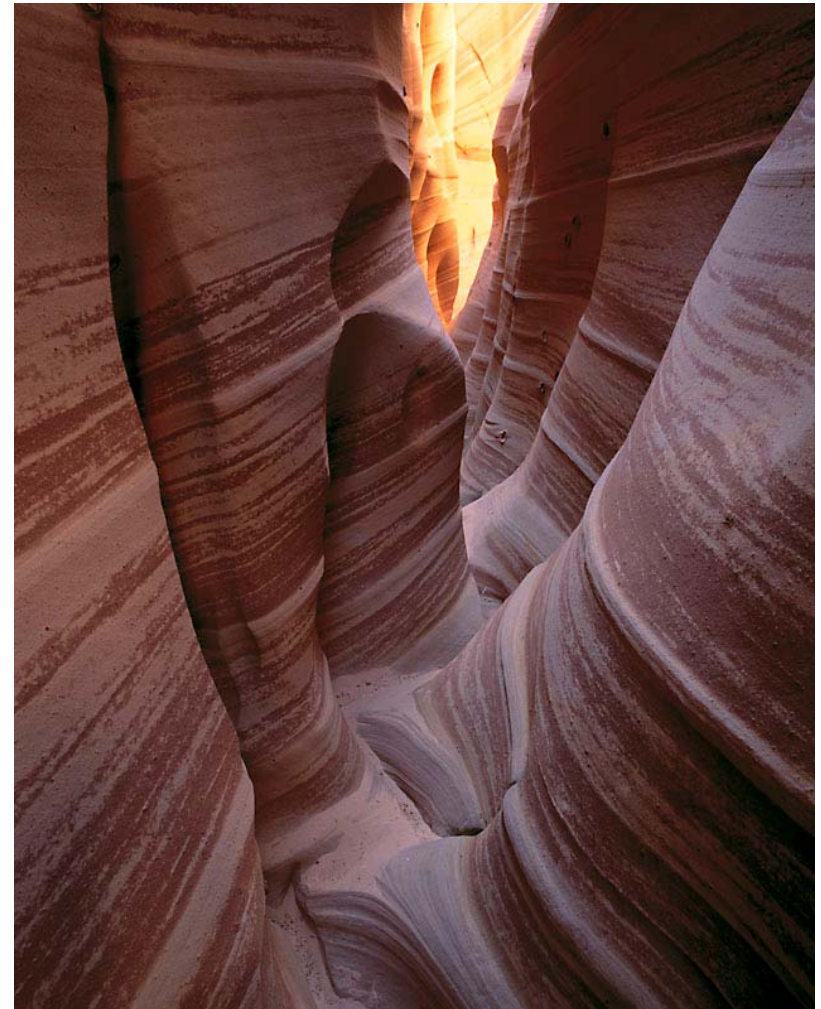
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## Key Messages:

1. Expand awareness and use of UOT activities
2. Facilitate partnerships and improve working relationships
3. Make UOT services accessible to tourism partners
4. Report Success stories

## Constituencies and Audience Profile

- Public
- Legislature
- Local Economic Development agencies
- Tourism Partners including UTIC, CVBs, UHLA, Regions
- Associations and Professional groups
- Tourism and GOED Board of Directors
- EDCUTAH
- State agencies, staff and related businesses







## **Marketing and Advertising**

- Facts and Research review
- Competition and Target Markets
- Messaging and Advertising
- Accountability and Tracking

The high ground is the strongest position.

Sun Tzu – *The Art of War*

# Executive Summary



## The Facts:

- Utah is home to 13 National Park Units, 41 State Parks, and 13 Ski Resorts as well as a rich history of sporting, cultural, historical, and artistic attractions
- 79% of US leisure travelers plan to visit the Western USA in the next 2 years - only 5% mentioned wanting to visit Utah
- Utah has only 6% of Skier/Boarder Market Share
- Most Utah destinations, resorts, and hotels have room for more occupancy and the capacity to take on more tourists
- A recent brand image survey indicated most consumers did not recognize Utah's own icons as Utah places (Delicate Arch, Promontory Point, Snowbird)
- Utah is visited by two main groups of tourists; warm weather and winter weather –
  - the warm weather visitor on the average is 43, spends \$85 a day, and stays 3.19 nights,
  - the winter visitor on the average is 37, spends \$250 a day and stays 5.4 nights
  - these groups and tourists are referred to as non-resident overnight leisure travelers (NROLV)
- Overall, Tourism to Utah enjoys mild gains in total spending, tax dollars generated, and overall consumer spending but has substantial room for growth

# Research Review

## *2005 Tourism Results*

- 18.2 million visitors in 2005, up 4%
- \$5.5 Billion in traveler spending
- \$433 million in state in local tax
- 96% were US visitors
- 4% were International
- Markets in Order:
  - California 39.2%
  - Idaho 12.3%
  - Nevada 9.3%
  - Colorado 8.9%
  - Texas 3.9%
  - Oregon, Missouri, Wyoming, New York, Illinois >3%
- Market Share of US Domestic Travel to Utah
  - .85% in 1996
  - .76% in 2003

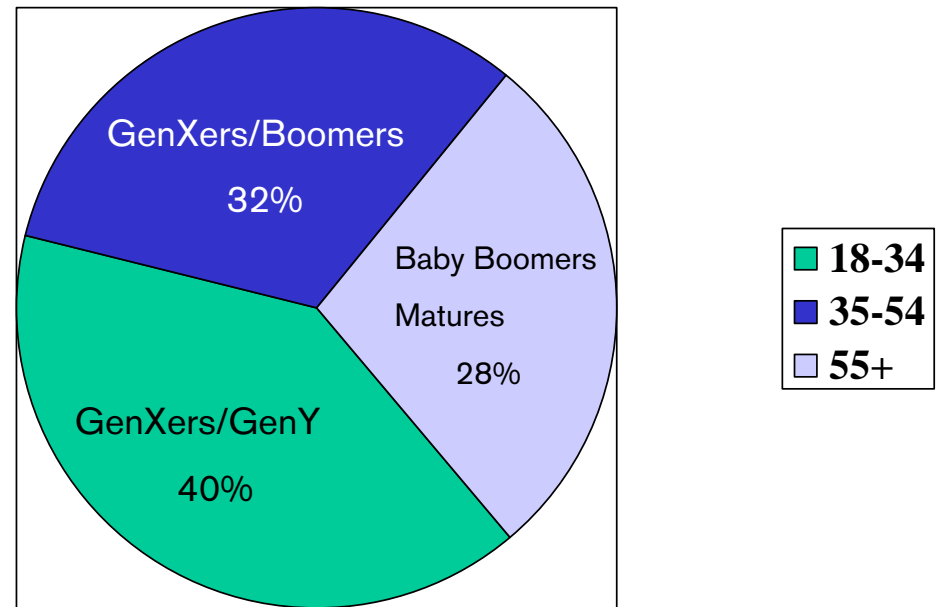




# Research Review



## NROLV Age Breakdown



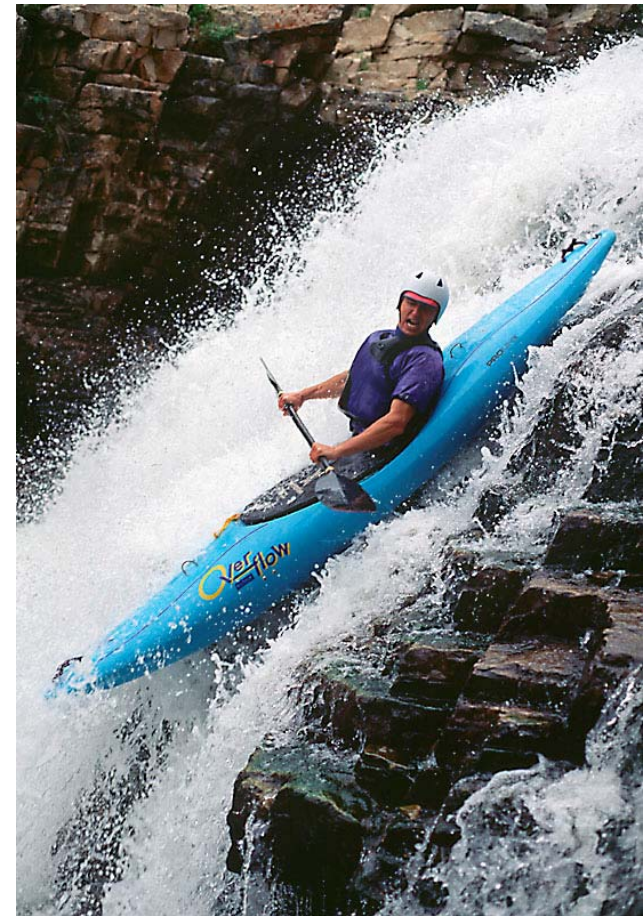


# Research Review

## Seasonality and Spending Habits

- Winter 19%, 1<sup>st</sup> in spend
  - Spring 27%, 2<sup>nd</sup> in spend
  - Fall 25%, 3<sup>rd</sup> in spend
  - Summer 29%, 4<sup>th</sup> in spend
- 
- 5.3 million visitors to National Parks in 2005
  - 4.4 million visitors to State Parks in 2005
  - 3.9 Skier days in 2005 (56% from out of state)

- During the course of FY06-07, UOT will be developing and executing tactics and methods to increase shoulder season (fall/spring) visitors



# Competitive Analysis



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## Main Competitors

Colorado

Arizona

Nevada

Wyoming

Montana

General Entertainment and Disposable incomes of out of state targeted markets  
(cruises, gambling, sporting events, foreign destinations, etc)

## Utah SWOT

**Strengths:** Diverse activities, outdoor rec, hybrid activities, accessibility, skiing product, friendly, safe, unique, state and national parks

**Weaknesses:** non-perception, not-fun perception, skiing a niche market, drinking laws misperceptions

**Opportunities:** funding, attack neglected markets, baby boomers, cross promotional opps, breakations

**Threats:** gas prices, Delta bankruptcy, brand equity, no courage to tell story-playing safe, increased spending from competitors, terrorism,

# Target Markets



## Demographics

- 55+ 14%, 1<sup>st</sup> in spend
- 35-54 17%, 2<sup>nd</sup> in spend
- 35-54, NK 12%, 3<sup>rd</sup> in spend

## Psychographics

- Outdoor Adventurer – ‘hybrid traveler’, also incorporates family, easy and high adventurer, like accommodations,
- Urban Escapist – ‘breakations’, want immersive experiences, live in major metros
- Winter Enthusiast – skiers, boarders, snowmobilers, increase market share with specific messaging



# Target Markets



## Geography

- Mountain and Pacific regions will be the priority
- 11 states account for 87% of NROLV
- Tier One Markets:

Los Angeles	High Volume and Spend – Summer and Winter Promotion
Las Vegas	High Volume and Low Spend – Summer and Winter Promotion
Denver	Avg Volume and Avg Spend – Summer only
New York	Winter/Ski only

- Other Potential Markets

San Jose-San Francisco  
San Diego  
Phoenix  
Chicago





# Messaging to our Targets

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## Creative Commentary

- “Age of Personal Authenticity”, consumers follow their inner desires and passions, personal relevance!
- Brands are built on a relationship with the consumer
- Consumers are bombarded with an estimated 14,000 impressions daily – a need to cut through the clutter with our brand and advertising
- Modern traveler wants to discover, not be told what to do
- Reinforce buying decisions of past visitors and get new visitors from ‘awareness to consideration to action’
- Educate and Inspire consumers on what Utah has to offer
- Make it clear how to connect with Utah, (selling vs telling)
- Highlight our Unique Selling Proposition – “elevation”

# Advertising



## Objectives:

1. Create Top of Mind Awareness – get Utah in ‘consideration set’
2. Drive Traffic and ‘inquiry’ to 800#s, and web-site
3. Integrated approach in markets and attack
4. Track ‘closing’ rates as best possible, and return visits, re-branding

## Integrated Marketing Approach by Medium

- |                     |  |
|---------------------|--|
| 1. Television       | Emotional impact, branding, clear call to action, market specific                |
| 2. Print            | Lifestyle, branding, shelf-life, market specific                                 |
| 3. On-line          | Immediacy, close capacity, media consumption                                     |
| 4. Direct Mail      | Email, mail, interest lists, close capacity, targeted, databasing                |
| 5. Sponsorships     | Affinity marketing, cause-marketing, databasing                                  |
| 6. Outdoor/NTM      | Market specific, intrusive, immediacy  |
| 7. Public Relations | In-market, and advertorials in mediums   |
| 8. Co-op            | Flow advertising into co-op applications, flight to reinforce cross over markets |

# Advertising Guidelines

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## Monetary Breakdown by Activity Sector

Non-Winter Promotion:	60%
Winter Promotion:	30%
Special Opportunities:	10%

## Monetary Breakdown by Geographic Region FY05-06

National:	\$3,983,415
Los Angeles:	\$1,500,086
Denver:	\$274,881
Las Vegas:	<u>\$207,946</u>
Total	\$5,966,328



# Advertising



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<b>Television</b>	<ul style="list-style-type: none"><li>- Spot market cable, network buys</li><li>- Cable networks based on age, psychographics</li><li>- 30's primary format, others may include: bookends, taggables, doughnuts, 60 second spots</li></ul>
<b>Print</b>	<ul style="list-style-type: none"><li>- Fewer mags, more frequency</li><li>- Lifestyles magazines, in-market newsprint and Travel magazines</li></ul>
<b>On-line</b>	<ul style="list-style-type: none"><li>- Travel sites (ads, links, etc)</li><li>- Search Optimization through PPC</li></ul>
<b>Direct Mail</b>	<ul style="list-style-type: none"><li>- Postcards and other promotional pieces to geographic, and activity based markets</li><li>- Collateral Materials to include travel guide, one-sheeters, calendars, brochures from activities or areas of the state</li></ul>
<b>Sponsorships</b>	<ul style="list-style-type: none"><li>- As added value in market with tv, print, radio, etc</li><li>- Targeted – Warren Miller,</li></ul>
<b>Outdoor/NTM/Partnerships</b>	<ul style="list-style-type: none"><li>– in-store promos, databasing, product placement</li><li>- Billboards – in markets and seasonal</li></ul>



# Advertising



## Fulfillment and Collateral

### Key Elements

1. Website – hits, unique visitors, time on site, ordering of materials
2. Toll-Free #'s – increase in calls, toll-free numbers based on medium or market
3. Databasing – web, calls, shows, on-line, sponsorships, promotions,
4. Materials – Travel Guide, Maps, Brochures, Accommodations Guide, one-sheeters, on-line itineraries and brochures, Scenic Calendars
5. Direct Mail Pieces – to databases, timed based on inquiry,
6. Press Releases & Correspondence as needed



# Media Buy – FY05-06



BY MEDIUM & TIME			UTAH OFFICE OF TOURISM MARKETING BUDGET BREAKDOWN FY05-06 \$10,000,000									UTAH LIFE ELEVATED
	FY06Q2		FY06Q3			FY06Q4			FY06-07			
MEDIUM	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	Investment
Print (in market)												
AAA						P4CB	P4CB	FP4C	P4CB	P4CB	P4CB	\$30,000
APN							P4CB	P4CB	P4CB	P4CB	P4CB	\$195,000
Delta							P4CB	P4CB	P4CB	P4CB	P4CB	\$143,000
United							P4CB	P4CB	P4CB		P4CB	\$143,000
NYTimes							P4CB					\$35,000
Natl Geo Traveler							SP4CB			SP4CB	P4CB	\$234,555
Ski								P4CB				wm package
Natl Geo Adventurer								SP4CB				\$85,000
Sunset								SP4CB		P4CB	P4CB	\$313,460
Bon Appetit											P4CB	\$68,000
Gourmet										P4CB	P4CB	\$96,962
Outside										SP4CB	P4CB	\$147,806
NEWSPRINT												\$295,000
												\$1,786,783
On-line												
Pay per click			600 - 900 keywords, \$12,000 per month, Google, Yahoo, MSN									\$72,000
Yellowstone								custom, 3 mm impressions				\$22,000
Fineliving.com						online display ads, IAB units			3.5mm impressions			\$1,468,438
Concierge.com									6.1 mm impressions			
Away, Outside, gorp									2.3 mm impressions			
Fodors									6.2 mm impressions			
Side Step									8 mm impressions			
Travelocity									20.3 mm impressions			
Virtual Tourist									10.7 mm impressions			


# Media Buy – FY05-06 (cont'd)



Online Networks - Burst, Revenue, Travel Ad, Tribal Fushion						104.6 m impressions	
AOL						5mm impressions	
							\$1,562,438
Spon/NTM/Event							
World Travel Market	london						\$50,000
Sundance			ut house				\$100,000
Warren Miller				film production			\$350,000
Sunset					2 booths		added value
Big Screen Media		ny times sq., 600+spts					\$35,000
							\$535,000
Television							
Los Angeles							
Spot Tv						321 spots	\$819,747
Cable TV						896 spots	\$481,120
Denver							
Spot TV						178 spots	\$137,725
Cable TV						1066 spots	\$83,810
Las Vegas							
Spot Tv						153 spots	\$110,289
Cable TV						852 spots	\$54,401
						3466 spots	\$1,687,092
W/Production							
Billable hours, mgmt, projects:						\$607,742	
Production: vendors, launch, merch, pass:						\$590,648	
							\$1,198,390
						Start	\$10,000,000
						Advertising and Production Total	\$6,366,975
						Co-op	\$2,000,000
						Sports	\$750,000
						Total	\$9,116,975
						Balance	\$883,025

# Media Buy – FY06-07




		Utah Office of Tourism FY 06-07 Marketing Performance Fund Budget <b>OVERVIEW</b>		
<b>Category</b>	<b>Item</b>	<b>Amount</b>	<b>Run Dates</b>	<b>Percent</b>
<b>Budget</b>	<b>Total</b>	<b>\$11,000,000</b>	<b>July 06- June 07</b>	<b>100%</b>
MARKETING	Budgeted	\$7,050,000		63.2%
Co-op	Budgeted	\$2,200,000		20.0%
Sports Comm	Budgeted	\$750,000		6.80%
Production/Agency	Budgeted	\$1,000,000		10.0%
<b>Marketing Breakdown</b>				
<b>Season</b>	<b>Months</b>	<b>Total Budget:</b>	<b>\$7,050,000</b>	<b>100%</b>
Non-Winter	Feb - Aug		\$4,230,000	60%
Winter	Aug-Feb		\$2,115,000	30%
Special Opps Fund	Year-round		\$655,000	10%
<b>Office Buys for 06-07</b>				
	Non-Winter Buys			
	AAA	\$35,000		
	APN	\$195,000		
	AARP	\$35,000		
		<u>\$265,000</u>		
	Winter Buys			
	Sundance	\$100,000		
		<u>\$100,000</u>		
	Yearly		% Winter/nonW	
	PPC	\$150,000		
	Mtn TV	\$350,000		
	Madden Pre-Prnt	\$300,000		
	International	\$350,000		
	Film/Assets	\$150,000		
	Kiosks	\$200,000		
		<u>\$1,500,000</u>		
	SOP			
	Spc Opps Fund	\$655,000		
		<u>\$655,500</u>		
	<b>Total Out</b>	<b>\$2,520,500</b>		
	<b>Remaining</b>	<b>\$4,529,500</b>		
	Advertising Dollars	(\$7,050,000 - \$2,520,000 = \$4,529,500)		



# Media Buy – FY06-07



		Geographic and Seasonal Breakdown		
		<b>Cross Over &amp; National</b>	<b>Winter</b>	<b>Non Winter</b>
		Los Angeles	New York City	Denver
		Mix Market?		
		Online		
		Print		
	subject to variables			
		<b>% of \$4,529,500</b>	<b>06-07 Expenditure</b>	<b>Split for Copy</b>
Cross Over & National	Los Angeles	22.50%	\$1,019,138	66-34
	Mix Market?	15.00%	\$679,425	66-34
	Online	15.00%	\$679,425	66-34
	Print	15.00%	\$679,425	66-34
Winter	New York City	17.50%	\$792,662	100-winter
Non Winter	Denver	15.00%	\$679,425	100-summer
Totals		100.00%	\$4,529,500	
Special Opps Fund				
	PodCasting			
	Original Content			
	Event Sponsorships			
	Direct Mail			
	Promotional & Strategic Partnership giveaways			
Interest Estimate	estimated \$300,000 to be redirected to Special Opps, in particular direct mail and response campaigns			
Production Excess	if there are funds not utilized under production and agency, those can continue to go towards merchandise, strategic partnerships, or back into the general advertising funds			

# International Trade Marketing



## International

### Key Markets

- |           |                |           |                                   |
|-----------|----------------|-----------|-----------------------------------|
| - Germany | Trade Rep      | TBD       | ITB Berlin, March, consumer shows |
| - England | Trade Rep      | TBD       | WTM, London, November             |
| - Japan   | Osamu Hoshino, | Trade Rep |                                   |

### International Marketing Efforts

- German Travel Guide – in production
- Website Translations – German, Chinese, Japanese, French, Spanish, Portuguese
- Chinese Travel Shows – investigating and research trade shows and trade reps
- Mexico, Canada, Argentina, Brazil, and Korea – soft but growing markets with expanded non-stop flights
- TIA/See America Membership and Sponsor
- FAM tours, and Media Writers
- Tour Operator Advertising – CANUSA, Essentially America, etc
- Sponsorships – British Guild of Travel Writers Sponsor 2005, 2006
- New Events with Arizona, New Mexico, Colorado, in Belgium/Netherlands May 07

# Accountability & Tracking



## Tracking Measures

1. Tax Codes Increases – 21 tax codes plus TRT revenue
2. Per Household Tax Relief – up from \$464
3. Website hits – unique visitors, total hits, impressions\*
4. Toll-Free Numbers – Increase in calls\*
5. Materials Distribution Numbers\*
6. Total Year Visitors
7. National Park Visits
8. State Park Visits
9. Hotel Occupancy Rates
10. Skier Days
11. Skier Market Share
12. US Domestic Market Share
13. Welcome Center Visits
14. Image Awareness Study\*
15. Year over Year increases in FAM and Media tours/Press increases



\* - indicates immediate marketing successes, other numbers are created overtime but will be tracked each year and by quarter as available

# Branding Elements & Projects



Experience and Infrastructure Elements under construction

- Signage throughout the state (UDOT, Welcome Centers, elevation, etc)
- SuperHost and Accredited 'Elevated' Service Provider
- Welcome Center and Key tourist stops improvements and information Kiosks
- In-state Weekly Calendar/Events Promotion
- Regions and State consumer show coordination
- Continuation of one-sheeter development and on-line itineraries and information
- Merchandise Program
- License Plate change over
- Partner Industry Awards and Recognitions







**UTAH OFFICE OF TOURISM**

**Leigh von der Esch**

***Managing Director***

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